

## Podcast Distribution Steps

Distributing a Podcast in the UK or globally requires a well planned strategy that maximises reach across different platforms and channels.

At Studio 8 we provide Podcast Audio and Video recording services at our Studio or with you on Location. We can be part of the process from the planning stages right through to the final promotion of your content.

This short guide is designed to give you introduce you to some of the ways you could consider for distributing your podcast successfully.

Please get in touch with our team to discuss your ideas and for more support on Podcast creation. .

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## 1. Choose a reliable Podcast Hosting Platform

To make your podcast available to the public full first need to choose a podcast hosting platform. Some podcast hosting platforms can make it easier for you to get your podcast on multiple platforms. Popular hosting platforms used in the UK include:

### **Anchor**

Anchor is a well known free podcast hosting service created by Spotify. Their features include unlimited hosting, insightful analytics, several monetisation options, access to Spotify music for your podcasts and even video capabilities, plus many more. If your looking for a great budget option, Anchor is a great place to start.

### **Buzzsprout**

Buzzsprout is another popular option, it offers everything you need to take your podcast to the next level. Advanced analytics, aesthetic media players, access to top podcast directories, easy upload, automatic podcast optimisation and much much more. They also offer a 90 day free trial along with free training materials. Prices range from free to \$24 a month.

### **Acast**

Acast is another free podcast hosting platform that allows you to create and distribute your podcast with ease, with distribution to Apple Podcasts, Google Podcasts, Spotify, Amazon Music, Samsung and more. They offer analytics, monetisation options, and room for growth. Acast makes starting a podcast or switching to their platform a very simple process.

### **Podbean**

Podbean boast unlimited downloads, advanced analytics, dynamic ad insertion, domaine integration and unlimited audio and video hosting, along with much more. Podbean offers four plans that range from free to \$99 a month.

## **RSS Feed**

The platforms above (and others) provide you with an RSS feed that allow your to automatically distribute your podcast to multiple directories. Each platform will store their RSS feed in a different location, it's usually in the platforms settings or general information page. You'll be using this link quite frequently to make sure you take note of where it is, or copy and paste it to a convenient place.

## **2. Submit your Podcast to Key Directories**

There are a lot of platforms out there for you to put your podcast out on.. You'll want to choose platforms that your listening demographic uses the most, there's loads of research going into audience breakdowns of each platform readily available on the internet if you're unsure on what platforms suit our pod.

Some of the most popular include Spotify, Apple Podcasts, Google Podcasts and Amazon Audible.

## 4. Optimise for Search and Discovery

### **Podcast Title and Description**

Use keywords relevant to your podcast topic, as they help listeners discover your podcast through search engines and in-app searches.

### **Episode Titles**

Make them catchy and descriptive with relevant keywords.

### **SEO on Hosting Platform**

Some platforms offer SEO tools that optimise your podcast for search engines. Ensure you fill in metadata fields for search optimisation.

## 5. Use social media for promotion

Use platforms where your target audience spends time.

X: Very popular for news, entertainment and niche communities

Instagram: Use stories / reels to share clips or behind the scene content and updates.

Facebook: A Facebook page is a great way to create for your podcast and promote directly to your audience

TikTok: Often used to promote bite sized clips of your podcast, great to target younger audiences.

LinkedIn: Business related or educational, LinkedIn can be a powerful platform for distribution.

## 6. Utilise YouTube

Many podcasts repurpose their audio content by uploading it you YouTube, with or without video. Since YouTube is used globally, it can be a great way to tap into a new audience.

You could upload full podcasts or share clips through YouTube Shorts for example.

## Conclusion

The more content you put out the more analytics and insights you'll be able use as research to understand your audience. Allowing you to refine your distribution strategy to focus on certain platforms more than others.

By diversifying your distribution channels and promoting your podcast on multiple platforms, along with constant content, you can steadily grow your audience.

Please get in touch with us if you would like to talk about your Podcast ideas or would like support in creating some.

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